

U.S. Patent Application No. 09/496,825 Examiner Ustaris, Art Unit 2611
Response to July 8, 2004 Office Action

AMENDMENT

IN THE SPECIFICATION:

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Please delete the prior Abstract and substitute the following new Abstract:

ABSTRACT

An interactive media delivery system enables interactive media programming to a multimedia device and also tracks a subscriber's use of the multimedia device. For example, the device tracks events, such as a change in programming, a change in channel selection, and/or the subscriber's interaction with a particular interactive services application. Each event may be stored as an event record in a database, and one or more of the event records may be merged with content data to form event timelines of programming or other activity to the multimedia device over a selected time period. Further, timelines may be analyzed to generate ratings and other information about programming and may also be correlated with demographics data for marketing analysis.